Parliament Party Zone 1999
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TRAINING			**$**	**167,611**
TRAINING: IMM & AMM Training in Milwaukee				
Airfare & car/cab	40 mgrs x $600/flight (includes car/cab)	$ 24,000		
Meeting Room	GMR training room	$ -		
Supplies/Manuals	3 days x 3 training sessions x $50	$ 450		
Per Diem	40 mgrs x $154 per diem/day x 7 days	$ 43,120		
TRAINING: SURVEYORS IN MARKET				
GMR Travel	1 GMR x $1,500/training x 23 sess.	$ 34,500		
"Second training sessions have been scheduled for the extended summer markets of Hampton, N. Jersey and S. Jersey				
Meeting Room (incl. food/bev. & AV equip.)	$2,000/room x 23 sessions	$ 46,000		
Surveyors Training	$40/person x 23 sessions x 18 people	$ 16,560		
Commission on Labor	15% commission on training	$ 2,484		
Workman's Comp	3% workman's comp on surveyors	$ 497		
STAFFING			**$**	**674,932**
Based on 192 weeks (152 wks of promos + 40 total training and wrap up)				
Regional Supervisor	2 RS x $750/wk x 42 weeks	$ 63,000		
In-Market Manager	1 IMM x $630/wk x 192 weeks	$ 120,960		
Asst. Market Manager	1 AMM x $525/wk x 192 weeks	$ 100,800		
Payroll tax	16.9 % on RS/IMM/AMM/SS	$ 59,607		
Super Surveyors*	$19/hr x 447 events x 4 hrs x 2 SS	$ 67,944		
Surveyors	$19/hr x 447 events x 4 hrs x 6	$ 203,832		
Manual Labor	$12/hr x 447 events x 2 hrs x 2	$ 21,456		
Workman's comp.	3% workman's comp. on surveyors and labor	$ 6,759		
Commission surveyor hrs	15% commission	$ 30,575		
"Super Surveyor is responsible for surveying, as well as on-going, on-site training/mentoring of survey staff; quality control; assisting on-site management.				
PROMOTIONAL PAYMENTS			**$**	**383,500**
CLUB PAYMENTS	$500/event x 447 events	$ 223,500		
YEAR-ROUND CLUBS	$10,000*/club x 16 clubs	$ 160,000		
"This number does not include costs for the purchasing of permanent signage pieces.				

2071184564

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TRAVEL			**$**	**178,000**
REGIONAL SUPERVISOR				
Sell-In (research, schedule, contract - avg. 3 days in market)	2 trips x $1,500/trip x 20 mkts	$ 60,000		
Site-Checks/On-site support (avg. 3 days in market	2 trips x $1,500/trip x 20 mkts	$ 60,000		
AGENCY TRAVEL*				
Market Checks	1 trip x 20 markets x $2,000	$ 40,000		
To Philip Morris HQ	2 trips x 6 meetings x $1,500	$ 18,000		
TEAM EXPENSES			**$**	**116,391**
IMM/AMM FOOD PER DIEM	183 evnts x $36/day x 2 manager	$ 13,176		
**183 events includes Hamptons, Cape Cod, Newport, North and South Jersey Shore markets.*				
SURVEYOR FOOD PER DIEM	95 events x $36/dy x 6 surveyors	$ 20,520		
**95 events reflects the need for surveyor per diem in just the Hamptons, Cape Cod and Newport markets.*				
PARKING	447 events x $5/day avg x 6 surveyors	$ 13,410		
TRAVEL PER DIEM TO WIS.	40 days return travel x $154 x 1 mgr	$ 6,160		
CAPE COD HOUSING	17 nights x 5 rooms/night x $125/room	$ 10,625		
NEWPORT HOUSING	16 nights x 5 rooms/night x $125/room	$ 10,000		
HAMPTONS HOUSE RENTAL	$20,000 includes house plus utilities	$ 20,000		
NORTH JERSEY HOUSING	45 events x $125/night x 2 managers	$ 11,250		
SOUTH JERSEY HOUSING	45 events x $125/night x 2 managers	$ 11,250		
***NOTE: 1999 high-cost average locality federal meal per diem rate (highest is $42)*				
ON-SITE CIGARETTE SALES			**$**	**122,690**
LICENSING FEES & RENEWAL	$100/mkt x 20 mkts	$ 2,000		
ACCOUNTING	included in corp. admin.	$ -		
CIGARETTES	$2/pck x 135 pcks/events x 447 events	$ 120,690		
**NOTE: PM is credited for each pack sold.*				
VEHICLE EXPENSES			**$**	**77,780**
CARGO TRUCK or EXTENDED VAN LEASE				
Rental/week (Incls. Ins.)	$250/wk x 192 wks	$ 48,000		
Mileage	$.15/mi x 300 mi/wk x 192 wks	$ 8,640		
Fuel	57,600 mi ÷10 mi/gal. x $1.50/gal	$ 8,640		
Storage/Parking	$250/mo. (5 trucks x 4 mo. + 15 trucks x 2 mos)	$ 12,500		
MOTION PICTURE CARD SYSTEM			**$**	**327,800**
MOTION CARDS	149 events x $2,200/event (1/3 of 447 events for 1999)	$ 327,800		

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GO-BO ROBOTIC LIGHTING SYSTEM			**$ 154,000**
Installation/Removal	$3,500/market X 20 market	$ 70,000	
Purchase of Addtl. Units	28 units x 3,000/unit	$ 84,000	
	(22 units currently in PPZ inventory)		
BANDS/ARTIST/DJs			**$ 18,400**
	92 events x $200/event	$ 18,400	
**Promotional fee paid to bands at approximately 50% of resort venues.*			
EVENT INSURANCE			**$ 10,000**
FIELD (RM, IMM,AMM) ADMIN./MISC. EXPENSES			**$ 38,060**
HIRING COSTS			
In-Market Interviewing	Included in corp. and self-in travel	$ -	
Finder's Fee, Etc.	$250/mkt x 20 mkts	$ 5,000	
Drug Screen/Background Check/DOT Physical	$200/person x 42 mgrs	$ 8,400	
REGIONAL SUPERVISOR ADMIN.			
Pagers, phone, fax	42 wks x $50/wk X 2 mgrs	$ 4,200	
Shipping/Postage	42 wks x $15/wk x 2 mgrs	$ 1,260	
Supplies	42 wks x $20/wk x 2 mgrs	$ 1,680	
Computer Leases	160/month x 12 mos* x 2 mgrs	$ 3,840	
	(1-year minumum lease)*		
	(Software provided at no addt'l charge.)		
IN-MARKET MANAGER ADMIN.			
Pagers, phone, fax	152 wks x $40/wk	$ 6,080	
Shipping/Postage	152 wks x $15/wk	$ 2,280	
Supplies	152 wks x $20/wk	$ 3,040	
ASST. MANAGER ADMIN.			
Pagers	152 wks x $15/wk	$ 2,280	
Shipping/Postage	N/A		
Supplies	N/A		

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SHIPPING/HANDLING/WAREHOUSE				135,100
REMOTE				
Summer	300 sq ft x $1.30/sq ft x 4 mo x 5 whs	$ 7,800		
Fall	300 sq ft x $1.30/sq ft x 2 mo x 15 whs	$ 11,700		
CENTRAL (GMR)	4000 sq ft/mo x $1.20/sq ft x 12 mo *(includes storage of all current materials)*	$ 57,600		
HANDLING	300 pallets x $60/pallet ($30 in/$30 out)	$ 18,000		
MERCHANDISE SHIPMENTS	$2,000/mkt x 20 mkts	$ 40,000		
* Destruction of old materials, based on PM direction, not included in this bid.				
VIDEO RE-CAP OF PROGRAM			$	-
Video Recap		TBD		
KIOSK DISPLAY UNITS			$	75,000
Kiosk Display Units	$5,000/unit x 15 markets	$ 75,000		
LIGHTING TECHNOLOGIES			$	207,200
Fog Drop Purchase	5 units x $4,000/unit	$ 20,000		
Fog Drop Nightly Supplies	8 mkts x 2night x 2 clubs x $1,600/night	$ 51,200		
Magic Mirror	8 mkts x 2 nights x 2 clubs x 3,000/night	$ 96,000		
Vertigo Sticks	10 mkts x 2 sticks x $2,000/stick	$ 40,000		
FLOATING CLUB TEST MARKET			$	420,000
Chicago Market (includes food & beverage)	7nights/wk x $20,000/night x 3 wks	$ 420,000		
TOTAL PASS THROUGH COSTS			$	3,106,464
MANAGEMENT FEE			$	649,681
TOTAL			$	3,756,145

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Management fee is comprised of the following:			
Cost for all internal support to conduct program	Total Salaries	$	270,000
Taxes & Benefits (23% of Total Salaries)	Benefits	$	62,100
Total Payroll		$	332,100
Non-billable overhead and administration (40% of total payroll)	Overhead	$	132,840
Subtotal		$	464,940
Corporate management & administrative *	Corporate Adm	$	100,000
		$	564,940
Agency Profit (15% of above)	Profit	$	84,741
Total Management Fee		$	649,681

*Corporate management admin includes all of the following for corp.use: copies, color copies, film development, training manuals, fax, phone, pagers, FedEx, UPS, common courier, calling cards and cel phones.

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